

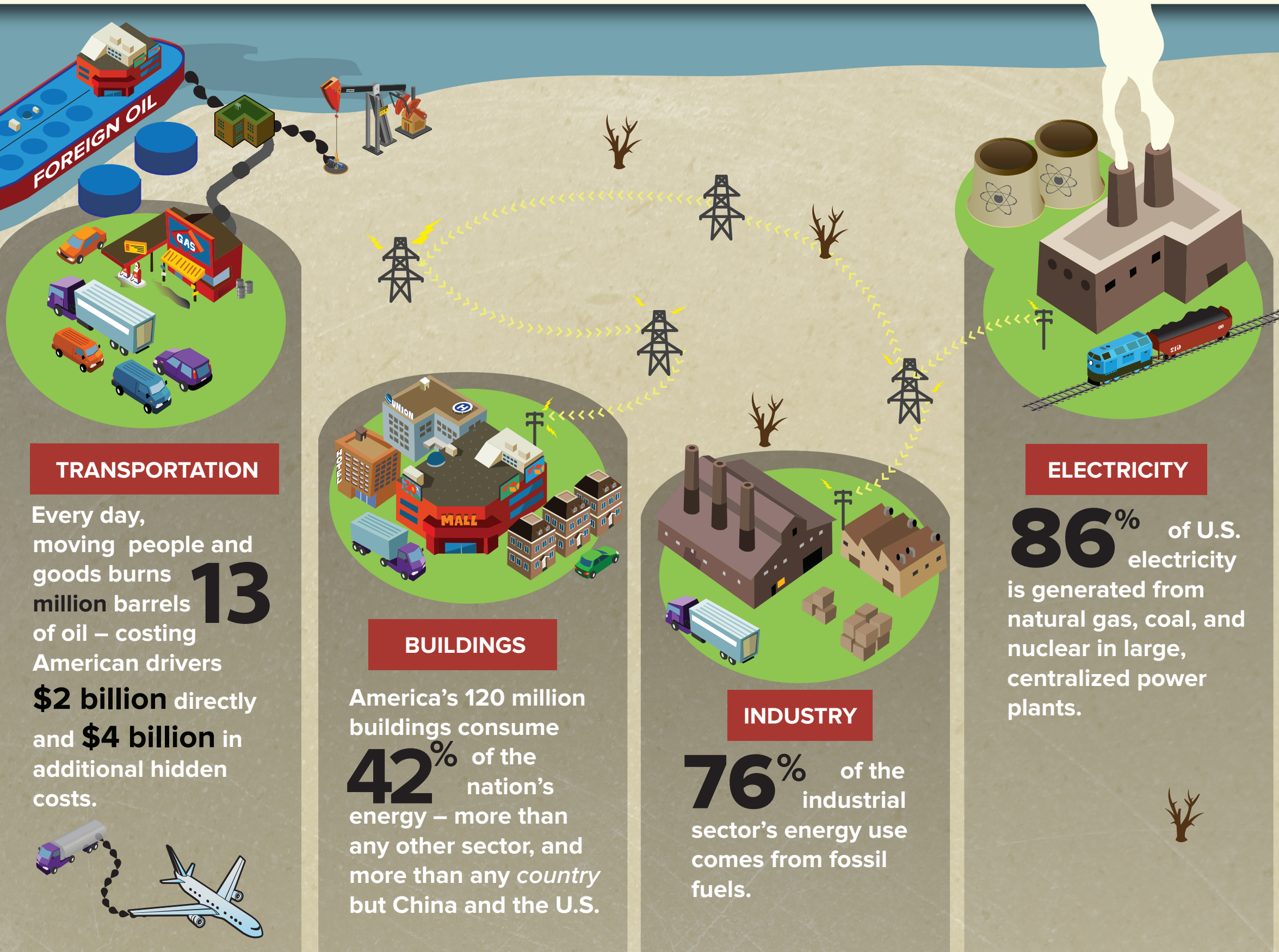
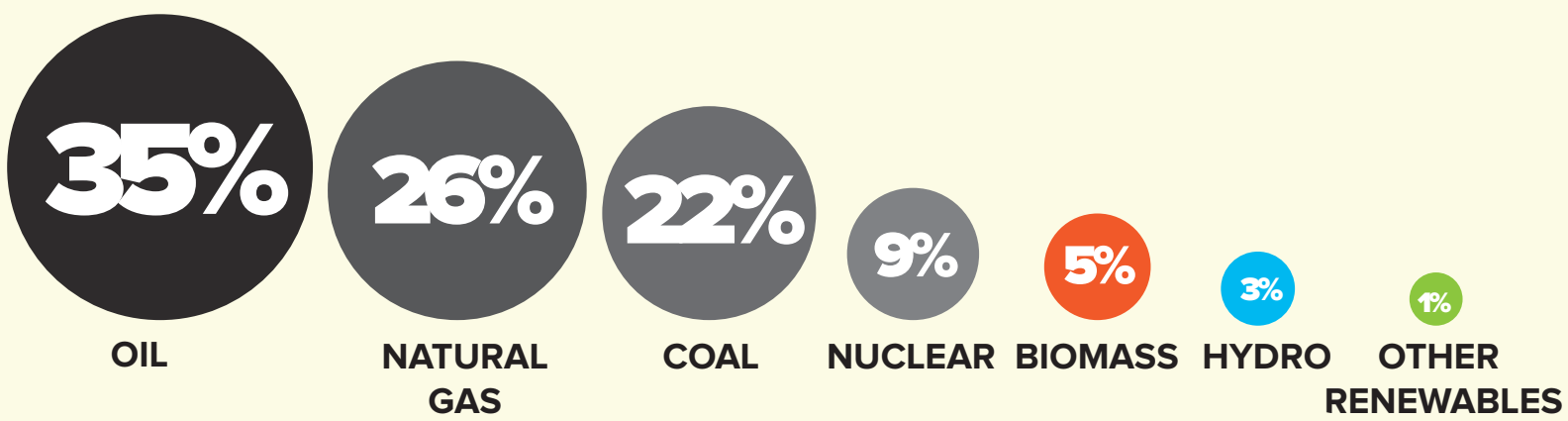
REINVENTING FIRE

Blueprint to the new energy era

Business can become more competitive, profitable, and resilient by leading the transformation from fossil fuel to efficiency and renewables. This transition will build a stronger economy, a more secure nation, and a healthier environment.

TODAY

America gets 90% of its energy from oil, natural gas, coal and nuclear. Our aging infrastructure demands refurbishment to meet 21st century needs.

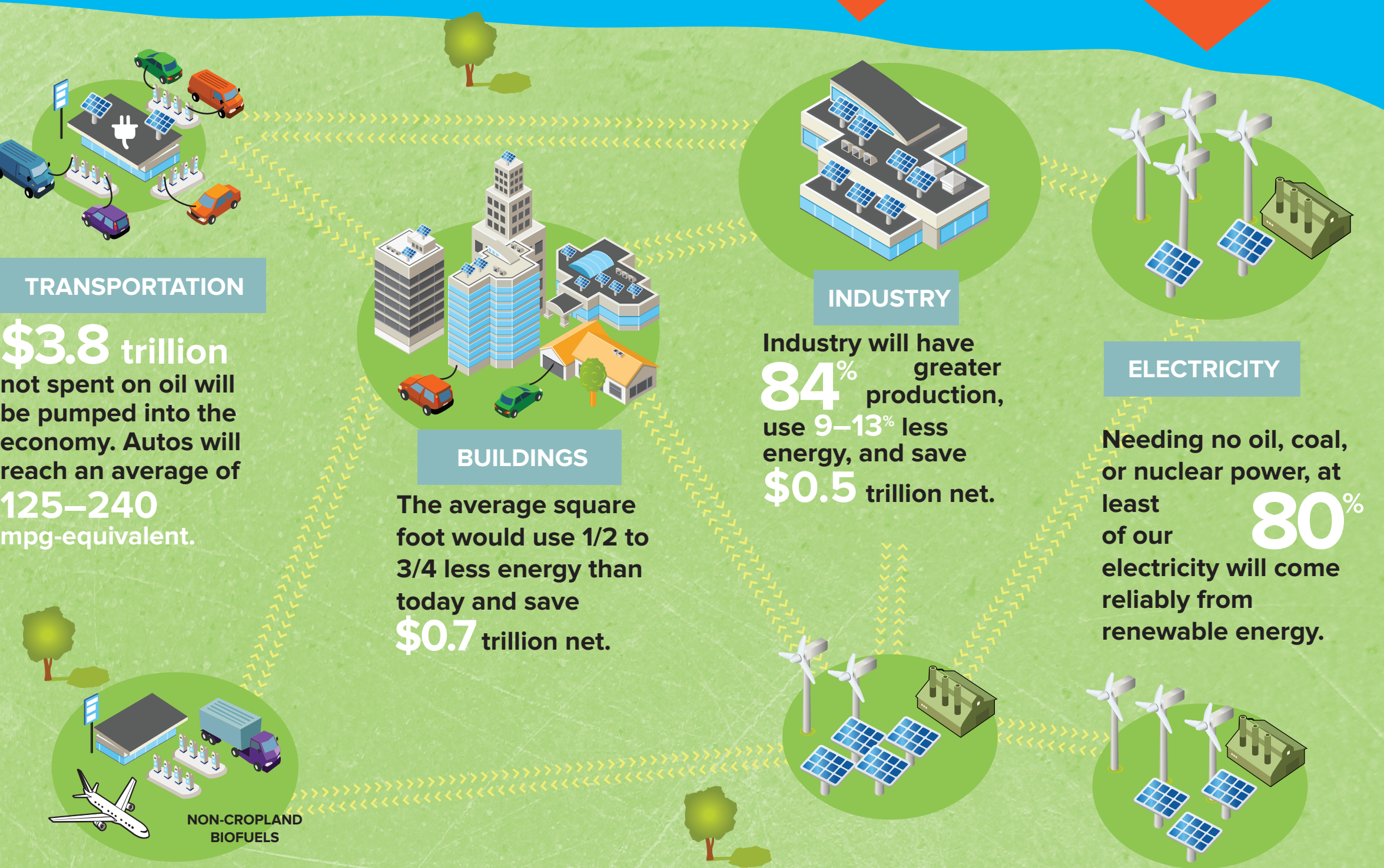
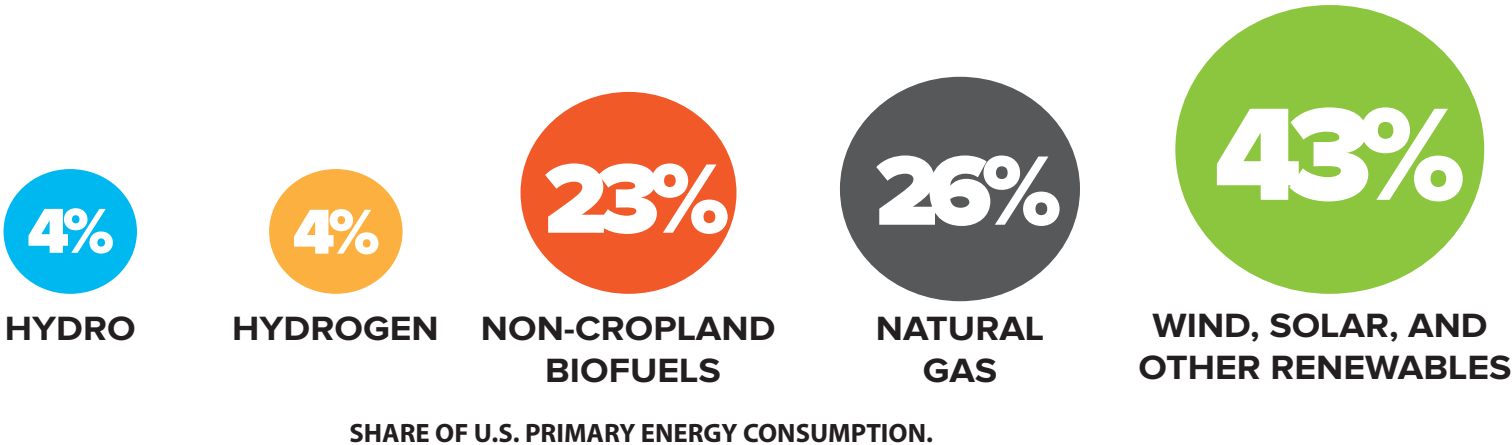


KEY DRIVERS TO CHANGE

- | | | | |
|--|---|---|---|
| <ul style="list-style-type: none">• Ultralight low-drag autos• Electrified autos• Productive vehicle use• Superefficient trucks and planes• Advanced biofuels needing no cropland• Revenue-neutral feebates | <ul style="list-style-type: none">• Wide adoption of energy-efficient technologies• Easy-to-use, IT-based controls• Integrative design• Next-generation codes and equipment standards• Easy-to-access, low-cost financing• Valuing non-energy benefits | <ul style="list-style-type: none">• Wide adoption of energy-efficient technologies• Integrative design• Thorough use of cogeneration• Fuel-switching• Dematerialization and closed material cycles• Revolutions in biomimicry & additive manufacturing | <ul style="list-style-type: none">• Superefficient end use• Diverse, largely distributed, renewable-dominated supply• Smart, secure, resilient grid• Full competition between investment options• Fast, broad, transparent markets• Utilities' and customers' incentives aligned |
|--|---|---|---|

2050

Efficiency and renewables can end our addiction to fossil fuels, create the core industries of the new energy era, generate \$5 trillion in new economic value, and enhance resilience and security.



WHAT WE GET

Unlock
\$5
trillion
in savings

Support a
158%
bigger
economy

Use
0
energy from oil,
coal, and nuclear

SOURCES

RMI analysis detailed in *Reinventing Fire* (Chelsea Green) October 2011 and available at Reinventingfire.com

Learn more at rmi.org

© 2011 Rocky Mountain Institute®

